

## Message Text

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R 212047Z APR 76

FM SECSTATE WASHDC

TO AMEMBASSY BERN

INFO AMCONSUL ZURICH

UNCLAS STATE 096831

E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJECT: COUNTRY COMMERCIAL PROGRAM - FY 1977 DRAFT CCP

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REF: (A) BERN 0369, 1/23/76

(B) STATE A-7369, 12/10/75

1. W.C.A.G. AGREED DRAFT OF FY-1977 CCP FOR SWITZERLAND BEING SENT TO EMBASSY VIA AIR POUCH ON 4/16/76. DRAFT HAS BEEN REVIEWED AND CLEARED BY MEMBERS OF WASHINGTON COMMERCIAL ACTION GROUP (WCAG). RECOMMENDATIONS SUBMITTED IN REF (A) HAVE BEEN INCORPORATED IN DRAFT TO MAXIMUM EXTENT POSSIBLE ALTHOUGH SOME ADDITIONS AND MODIFICATIONS HAVE BEEN INTRODUCED TO REFLECT PROGRAM REQUIREMENTS OF WCAG AGENCIES.

2. WE NOTE IN NUMEROUS CCPS THAT CAMPAIGN ACTIONS OFTEN UNCLASSIFIED

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ENTAIL OR COULD ENTAIL USE OF USIA MEDIA PRODUCTS AND THE

ACTIVE INVOLVEMENT OF USIS SERVICES. TO STRENGTHEN USIA SUPPORT OF EXPORT AND TOURISM PROMOTION, PUBLIC AFFAIRS OFFICERS HAVE BEEN ASKED TO SUBMIT ALL REQUESTS FOR WASHINGTON PREPARED MEDIA PRODUCTS ARISING FROM THEIR FY-77 COUNTRY PLANS. IN USIA, REQUESTS FOR NEW MEDIA PRODUCTS

ARE SUBJECT TO REVIEW, AFTER WHICH POSTS WILL BE INFORMED WHICH PRODUCTS THEY CAN EXPECT TO RECEIVE AND WHEN. IT IS ANTICIPATED THAT MOST OF THE NEW MEDIA PRODUCTS BEING PREPARED IN THE CCP CONTEXT DURING FISCAL YEARS 1976 AND 1977 WILL SUPPORT THE TARGET INDUSTRIES SELECTED FOR FY-1977, WHICH WERE ENUMERATED IN REF (B) AND STATE 54879.

3. WCAG REPRESENTATIVES R. TURNER, COUNTRY MARKETING MANAGER FOR SWITZERLAND COMMERCE, BIC/OIM AND R. DAY, COMMERCIAL DEVELOPMENT DIVISION, STATE, EB/OCA/CD ARE PLANNING TO VISIT BERN FROM MAY 10-12, FOR PURPOSE OF REVIEWING ALL ASPECTS OF THE DRAFT AND FINALIZING THE FY-1977 CCP FOR SWITZERLAND. WCAG REPRESENTATIVES ARE BEING INSTRUCTED TO RETURN TO WASHINGTON WITH A MUTUALLY AGREED, INITIALLED TEXT OF THE CCP REFLECTING APPROVAL OF THE CCAG AND THE INVOLVEMENT OF THE PRINCIPAL ADMINISTRATIVE OFFICER.

4. SEPARATE MESSAGE CONCERNING TURNER/DAY ITINERARY AND FLIGHT ARRIVALS WILL FOLLOW.

5. ACTION REQUESTED; POST REQUESTED TO REVIEW APPROVED DRAFT PRIOR TO ARRIVAL OF AN DISCUSSION WITH WCAG REPRESENTATIVES AND TO COMPLETE/UPDATE SECTION II, PERSONNEL RESOURCE LIST. DESIRABLE POST COMPILE TOTAL PERSON DAYS AVAILABLE AND CALCULATE WORKLOAD REQUIREMENTS FOR SPECIFIC FUNCTIONS AS BASIS FOR COMPLETION OF SECTION V TABLES DURING VISIT WCAG REPRESENTATIVES. POST ALSO REQUESTED TO REVIEW CAMPAIGN JUSTIFICATIONS TO DETERMINE WHETHER FURTHER SPECIFIC DATA MAY BE DESIRABLE TO JUSTIFY THE MAGNITUDE OF THE PERSONNEL AND FINANCIAL RESOURCES LIKELY TO BE DEVOTED TO THE CAMPAIGN.

6. CORRECTION: ABOVE DATES ARE FOR TURNER'S VISIT IN UNCLASSIFIED

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BERN. AS KELLY IS AWARE, DAY HAS ADVANCED HIS ARRIVAL IN BERN TO PERMIT CONSULTATIONS WITH KELLY ON MAY 9 PRIOR TO LATTER'S DEPARTURE FOR MARKET RESEARCH SEMINAR IN LONDON. ADDITIONAL TASKS NOW BEING ASSIGNED TO DAY MAY REQUIRE HIS PRESENCE IN GERMANY ON MAY 10 AND 11. FIRM ITINERARY FOR DAY WILL FOLLOW IN SEPTEL ASAP. KISSINGER

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